

~~Marquis-Who's Who, Inc.~~

MARQUIS PUBLICATIONS BUILDING, 210 EAST OHIO ST., CHICAGO, ILLINOIS 60611  
The A. N. Marquis Company • Publishers of WHO'S WHO IN AMERICA

1897 - Our Seventh Decade - 1965

Dear WHO'S WHO Biographees:

THIS IS A "LAST MINUTE" REQUEST WHICH REQUIRES  
YOUR IMMEDIATE ATTENTION.

All revisionary suggestions noted on the compilers' file copies and/or proofs of your last-published WHO'S WHO sketch sent to you during compilation of the new Thirty-fourth Edition (1966-1967), have been made of record, and it is now typecast as it will be printed in that edition.

The purpose of this letter is to give you the opportunity to bring to the Editors' attention any important current information concerning you which you feel the new edition should contain ... because, being of general reference interest, it may be of service to users of WHO'S WHO ... but which you have NOT previously sent to them.

Only the most essential new data are requested - or can be handled - by the compilers at this stage of production: corrections or additions of vital statistics, a new position or chief occupation or title. Data not falling in these categories cannot now be added to the new volume and must be held over for the next.

A special form is enclosed which, if promptly used, will serve to place such information before the Editors while they still have time to use special routines set up for handling late-date data.

We've gladly undertaken preparing and mailing this letter, as part of the Editors' special routine for including "late" data in the new edition ... when they feel doing so will be mutually of service to those sketched in WHO'S WHO and its users ... which data might otherwise have to await publication in the succeeding one, for we are fully aware the several requests necessitated by the conditions I've mentioned mean a bit more time from you than one such request would, were only one at all practicable.

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You'll accede it quite in order, I'm sure, for me to recall here that we also reciprocate in another way - a tangible, dollars-and-cents way - for these additional moments the production necessities I have cited require asking of you ...

by continuing to extend to all WHO'S WHO biographees prepublication subscription preferentials more favorable than those allowed to any other category of purchaser ... at least for the time being in respect to the forthcoming volume, and despite the continuing increase in cost of book manufacturing.

-2-

As under present production cost conditions these prepublication subscription preferences ... to which you are entitled, of course ... also provide protection against price advances that will be unavoidable after publication, and our records do not indicate any direct booking of the new WHO'S WHO by you, I am enclosing a duplicate of the restricted form making both this advantage and the biographees' discounts available to you -

which discounts, as the enclosed form details, make available to you savings as large as \$8.80 (27% discount!) on a single subscription to the new WHO'S WHO.

The binding of the new edition will be immeasurably strengthened by the use of improved materials, giving the spine a better shape which will stand up under much more usage and hold its handsome appearance permanently.

A no-postage-required envelope is enclosed for your convenience in returning it, or the accompanying form, or both - since the mechanical provisions being used for this special routine for handling "last minute" copy are not subject to scheduling to the day, I do not like to set a hard and fast deadline for the return of the late-information form, but "as soon as practicable" is certainly in order.

Sincerely yours,



Jackson Martindell  
Publisher

WA/AD  
Four Enclosures